

Allo Friends Day

Brand Ambassador and Yearly Campaign
Launching

BACKGROUND

As a digital bank dedicated to prioritizing consumers, Allo Bank is committed to crafting a marketing strategy that fosters deeper connections with our customers through engaging and personalized approaches. Our ambition is to reach a broader audience and make a more significant impact, while also building lasting loyalty among our customers.

To achieve this goal, Allo Bank is thrilled to introduce a new Brand Ambassador, who will be instrumental in engaging wider audiences and amplifying our brand's message. Additionally, we are preparing to launch an innovative annual campaign aimed at resonating deeply with our audience, nurturing lasting loyalty and meaningful engagement.

Allo Friends Day

ALLO BANK

This document is confidential and contains proprietary information of Allo Bank. Not for distribution.



Allo Friends Day is part of the grand launching event and also aims to show appreciation to Allo Bank's loyal users who use Allo Bank for their everyday banking.

This exclusive event will be held at Senayan City Mall Atrium and will be filled with a variety of engaging activities including lively music performances, entertaining games, cozy chit-chat sessions, thrilling karaoke, and complimentary rides throughout the day!

To be a part of this special event, users are required to participate in an activation program using Allo Bank ahead of the event.

During the event, Allo Bank will unveil their new Brand Ambassador as well as a fresh annual campaign. All attendees will be encouraged to create interactive content on social media, and the most exceptional content creators will be rewarded with a ticket to "Allo Bank Hangout," a special fan meeting with the new Brand Ambassador.

Date & Venue

Kota Kasablanka Mall - Grand Atrium

Kota Kasablanka is a mixed-development covering an area of 11.5 hectares at Tebet in Jakarta, Indonesia, which consists of office tower, serviced office suites, shopping center, convention hall and condominium towers.

Date:

Saturday – Sunday

19 – 20 October 2024

Price:

450,000,000 IDR / Week



GRAND ATRIUM



GRAND ATRIUM

allobank



ALLO BANK

This document is confidential and contains proprietary information of Allo Bank. Not for distribution.

GRAND ATRIUM POV DEPAN

allobank





THE EVENT

Allo Bank is thrilled to announce an upcoming grand launch event to unveil our new Brand Ambassadors MINGYU and WONWOO, and introduce our annual campaign, PAS BUAT KAMU.

THE EVENT

The event will comprise three exciting parts:

1. Press Conference and Mini chit-chat with WONWOO & MINGYU
2. Live Podcast
3. Entertainment

Press Conference

The Press Conference for the Grand

Launching is set to make a significant impact by hosting over 20 members of the media, Key Opinion Leaders, and Allo Bank Partners.

The agenda of the event will feature Keynote Speakers who will provide comprehensive insights into our newest Brand Ambassador, unveil our upcoming Annual Campaign, and outline Allo Bank's ambitious brand objectives for 2024. This will be followed by an engaging question and answer session with the media. The highlight of the event will be the unveiling of the Allo Bank TVC, which is set to broadcast on TRANS TV and/or TRANS 7.

In addition, Key Opinion Leaders (KOLs) will play a pivotal role in amplifying the event's online presence, ensuring its wide-reaching visibility and impacts.



**BRAND AMBASSADOR
LAUNCHING & NEW
CAMPAIGN LAUNCHING**



**ALLO BANK PRODUCT
HIGHLIGHT (ALLO PAYLATER)**

**Who is Allo Bank new Brand Ambassador?
What is Allo Bank new campaign for the next one year?**

Let's get to know Allo PayLater!

Pas Buat Kamu

This year, Allo Bank focuses on becoming the Digital Bank that suits all of our users' needs, ranging from flexible saving products, PayLater products with competitive limit up to IDR 100 million, all the way to zero admin fee, Allo Bank is surely the financial solution that is **Pas Buat Kamu**.

Gadget rusak sebelum gajian?
#AlloPayLaterPasBuatKamu

Tengah bulan butuh liburan?
#AlloInstantCashPasBuatKamu

Butuh tempat nabung buat masa depan?
#AlloDepositoPasBuatKamu

Mau tabungan yang bisa jadi dana darurat?
#AlloGrowPasBuatKamu

Suka jajan dan belanja?
#PromoPasBuatKamu

Pas Buat Ini,
Pas Buat Itu,
Pas Buat Kamu!

Two young men are standing in front of a brick wall. The man on the left has dark hair and is wearing a light gray button-down shirt and white earbuds. The man on the right has light brown hair and is wearing a dark red blazer over a white shirt. A gray mailbox is visible on the left side of the brick wall.

Thank You

Let's Discuss!